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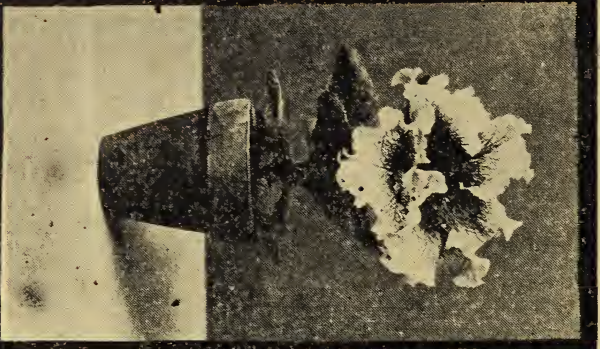
# • RICHARD DIERNER •

PLANT, SEED & BULB GROWER

OXNARD CALIF.

*FORMERLY of KENTFIELD CAL.*

1928 PRICE LIST 1928



RICHARD DIERNER  
★ APR 16 1928 ★  
U. S. Department of Agriculture

## TO MY MANY FRIENDS AND CUSTOMERS.

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For the benefit of my many friends and all those with whom I have transacted business previously, including over 30,000 persons throughout the civilized world, I am giving the following information about my activities for the past three years. It will serve to answer the many letters I have received but which I have so far been unable to answer personally and also will serve to enlighten others who may have been wondering as to my whereabouts.

First, let me say just why I left Kentfield, California, a year ago. In 1924, the control of the Richard Diener Company, at Kentfield, was acquired by a group of northern capitalists who chose to operate the business in a manner contrary to my policy, which had proved so successful during previous years. A man who had been head of a military school, a friend of the capitalists, was put in as manager. His knowledge of the floral business, in my opinion, naturally, was limited, to say the least.

I did everything in my power in attempting to show the new stockholders the folly of this plan, but to no avail. As a result, it was but two years before the company went to pieces. I lost every dollar I had invested in the business.

Disappointed, but not discouraged, I started out again. My first thought was to find a new and better location. This I found, at Oxnard, California, midway between Hollywood and Santa Barbara. However, before finally deciding to locate here, I searched this part of the Pacific Coast for hundreds of miles to convince myself that this was the garden spot. It is located in Ventura county, four miles from the ocean.

Statistics show that the climate here is even, and during the time I have been here I have found this to be true. The weather never gets too warm in summer, nor too cold in winter. There is no danger of my flowers scorching in hot weather, as they did at Kentfield. This was one of my greatest disadvantages there. Often during hot spells I was unable to get a single normal flower off my seedlings under test. As a contrast, in the winter, my gardens were under from three to four feet of water many times. Heavy frosts also added their share of disadvantages.

Oxnard is in what might be termed a frostless belt. Young citrus orchards and avocado groves prove this. Poinsettias, which succumb to frost very readily, flourish in this section all winter, and grow to a height of from 10 to 15 feet in almost every garden. Gladiolus flower here in the open in midwinter the same as in the summer.

The soil where I am located is of sandy silt and easy to work. Water is abundant, almost in unlimited amounts, and less than 20 feet from the surface. It is of first quality for irrigating purposes. With such conditions every sub-tropical and even tropical plant will grow here in the open.

It is less than a year since I located here. Starting from the bottom, it has been an uphill climb. For this reason I have been unable to produce my full line. However, I have succeeded in producing the limited variety shown in my 1928 "price list." Next year I will have sufficient quantities in all varieties to warrant the publication of my usual catalogues.

Included in next year's line will be some great novelties in petunias in addition to my well known single and double varieties. I will have almost all of my varieties of gladiolus for sale again. During the past several months I have been devoting much time in gladiolus hybridizing, and from these recent discoveries some startling announcements may soon be made. The "fragrant" variety is on the way.

As practically every minute of my time has been taken up



with new business here, there have been many personal things which I have been unable to accomplish, chiefly writing, and in conclusion, let me take this opportunity to thank all those who have written me such kind and encouraging letters. They have spurred me on and I assure you I shall try and carry out the many good wishes and will soon be in a position to fill the orders which accompanied many of these letters, very soon.

Let me say in closing that all transactions handled out of Oxnard will receive the same interest and courtesy that marked my business at Kentfield, prior to 1924, when I was in direct charge.

Very Sincerely yours,  
RICHARD DIENER.

DIENER'S PRICE LIST FOR 1928

Terms of Sale: Cash with orders, or in advance of shipment. We positively accept no C. O. D. orders. We will accept unused U. S. Postage Stamps up to the amount of Two Dollars (\$2.00). Seed Orders are sent prepaid. Gladiolus bulbs are prepaid if the Order amounts to not less than \$2.00. All other stock by express collect, unless shipping costs are included in the order.

NON-WARRANTY: While we exercise the utmost care to have our stock true to name, we give no warranty, expressed or implied, as to crop, and will not be responsible for results, other than to replace stock not true to name.

PETUNIAS

Rarely has a flower come in so high favor as the Petunia, Diener's Ruffled Monsters. People who did not care for Petunias at all went wild when they first saw the Giant size and brilliant color. Those who have grown them once have ordered seed every year. They were for the first time put on the market in 1917, and in 1924 the seed sales went over the 20,000 Dollar Mark. They are now sent to every town in the civilized world. I have continually improved them in color, growth, ruffling of the flower, and every year you will have better quality. Reverting to the old type, is now less than 5%. In order to get the clean and true varieties, always buy your seed direct from me, or reliable dealers, who handle my seed, for there is some seed sold under the name of "Diener's Ruffled Monsters" which are not the true kind and I have had many complaints about it, and the only way to be sure to get the true kinds is to buy from me direct.

Diener's Ruffled Monsters (Single)

For those who want smaller amounts of all single kinds, may have sample packages of each at 25c a package.

Price  
Per Trade Package.

- |   |        |
|---|--------|
| No. 1. PINK. Strong veined center. Flowers 6 to 8 inches in diameter, and of exquisite color combination. This variety is without doubt one of the largest and most wonderful varieties in existence. |        |
| Trade package .....   | \$ .50 |
| No. 2. RED. Strongly veined Mahogany and black center. Average flowers 5 to 7 inches in diameter.   |        |
| Trade package.....  | .50    |
| No. 3. VARIEGATED. Colors appearing in checks, blotches and stripes of red, pink and white. Flowers 5 to 7 inches in diameter.  |        |
| Trade package.....  | .50    |

# PETUNIAS

|         |  |     |
|---------|--|-----|
| No. 4.  | WHITE and Yellow Center. Trade package.....  | .50 |
| No. 5.  | RED WITH BLACK CENTER. Outer edge of the flower is red with a coal black center. Trade Package.....  | .50 |
| No. 6.  | PALE LILAC PINK. Heavily ruffled with strongly veined center. Flowers 4 to 5 inches in diameter. Trade package.....  | .50 |
| No. 7.  | RED AND WHITE VARIEGATED. Large yellow center. Trade package.....  | .50 |
| No. 18. | VARIEGATED HEAVY RUFFLED. Outside white with blotches and checks of magenta appearing on edges of petals. Size of flowers 4 to 5 inches across. Trade package.....       | .50 |
| No. 20. | MAUVE. Center heavily veined with Royal purple. One of our most exquisite and most popular varieties. Average flowers 5 inches across. Very fragrant. Trade package..... | .50 |
| No. 8.  | RUFFLED MONSTERS MIXED. All colors of above mentioned varieties evenly mixed. Trade package .....  | .50 |

The following varieties are somewhat smaller than the Ruffled Monsters:

|         |  |     |
|---------|--|-----|
| No. 9.  | FLESH PINK FRILLED. A most beautiful variety, with edges frilled. Flowers are 3 to 4 inches in diameter. Trade package.....  | .50 |
| No. 11. | BLUE OR PURPLE. We especially recommend this variety. It has been greatly improved in size and clearness of color. The flowers average 4 inches in diameter. It is of a rich silky blue. Trade Package.....  | .50 |
| No. 14. | DIENER'S PINK GLORY. The greatest novelty in Petunias, pure flame rose pink, without a trace of purple. Flowers 3 to 4 inches in diameter and slightly ruffled. Plants attain a height of 12 to 14 inches. A very compact grower and is continually covered with flowers. Trade Package..... | .50 |
| No. 15. | BLUE AND WHITE. Especially adapted for window boxes or hanging baskets. Trade package..  | .50 |
| No. 16. | WHITE GIANT. Snow white with flowers of the largest size, 5 to 6 inches across. The seedlings of this variety comes 95% true. Trade package  | .50 |
| No. 17. | PALE SULPHUR YELLOW. Flowers single and double with heavily frilled edges. Entirely new, it being the first clear yellow. Trade package...   | .50 |
| NO. 19. | GIANT PINK GLORY. (1925) An improvement on Pink Glory. It is of the same coloring as our No. 14, but the blooms are twice the size, and the plants of more bushy growth. This is a truly wonderful variety and should be in every garden. Trade Package.....                                 | .50 |

Giant Double Fringed Mixed. A wonderful strain. Flowers of largest size, very double and beautifully fringed. \$1.00 per package; 1000 Seeds \$2.50.

## PETUNIA PLANTS

Of all the varieties listed out of three inch pots flowering will be shipped from March till June to distances up to 1000 miles from Oxnard, ready packed for shipment by American Express, with transportation charges to be collected at destination.

Flowering plants of all above varieties \$2.50 per dozen. \$18.00 per hundred.

Double Petunias, price on request.

# PETUNIA SEED QUANTITY PRICES

| Of all single varieties above offered. |          |         |         |         |         |
|--|----------|---------|---------|---------|---------|
| 1-32 oz.                               | 1-16 oz. | 1-8 oz. | 1-4 oz. | 1-2 oz. | 1 oz.   |
| \$2.50                                 | \$5.00   | \$10.00 | \$20.00 | \$40.00 | \$75.00 |

## GLADIOLUS BULBS

|   | Each. | Per doz. |
|---|-------|----------|
| Diener's American Beauty—Brilliant American Beauty color..... | .25   | \$2.00   |
| Jack London—Light Salmon.....                                 | .15   | 1.50     |
| Mrs. I. K. Armsby—Coral Pink.....                             | .25   | 2.50     |
| Richard Diener—Geranium Pink.....                             | .25   | 2.50     |
| Heart of Juanita—Cherry Scarlet.....                          | .25   | 2.50     |
| Diener's White—Milk White.....                                | .15   | 1.50     |
| Mrs. Leon Douglas—Begonia Rose.....                           | .50   | 5.00     |
| Mrs. Mary Stearns Burke—Canary Yellow.....                    | .15   | 1.50     |
| Mrs. H. E. Bothin—Ruffled Light Geranium Pink.....            | .15   | 1.00     |
| Pasadena—Iridescent Turkish Red.....                          | .25   | 2.50     |
| Pola Negri—Apricot and Yellow.....                            | .15   | 1.50     |
| I. A. Carbone—Orange Salmon.....                              | .50   | 5.00     |
| Gladis Plath—Mallow Purple.....                               | .25   | 2.50     |
| Mrs. Richard Lohrmann—Ruffled Shell-Pink....                  | .50   | 5.00     |
| Katherine F. Hess—Geranium Pink.....                          | .25   | 2.00     |
| Elf—Lemon Yellow.....   | .15   | 1.50     |
| Mr. Wm. H. Phipps.....  | .75   | 7.00     |
| Rose Ash—Corinthian Red.....                                  | .15   | 1.00     |
| Dr. F. E. Bennett—Deep Peach Red.....                         | .50   | 5.00     |
| Henry Ford—Dark Rhodamine Purple.....                         | .25   | 2.00     |

The prices quoted on Gladiolus Bulbs is for full size Bulbs. Half size will only be sold by dozen. One half, the full size rate. None of the smaller sizes will be sold this year, as I need them to increase my stock. Next year I will have nearly all of my varieties for sale again.

## GLADIOLUS COLLECTION NO. 1

Regular price \$3.40. Collection price \$2.50

|                   |                   |
|-------------------|-------------------|
| Jack London       | Pasadena          |
| Richard Diener    | Pola Negri        |
| Heart of Juanita  | Elf               |
| Diener's White    | Mr. Wm. H. Phipps |
| Mrs. Leon Douglas | Rose Ash          |
| Mrs. E. H. Bothin | Dr. F. E. Bennett |

## COLLECTION NO. 2

Regular price \$2.25. Collection price \$1.50

|                  |                   |
|------------------|-------------------|
| Herada           | Angola            |
| Fern Kyle        | Marie Kundort     |
| Purple Glory     | Le Marchall Foch  |
| E. G. Hill       | Pytia             |
| Dr. W. Van Fleet | Mrs. F. C. Peters |

## PRIMULINUS COLLECTION \$1.00

|               |                 |
|---------------|-----------------|
| Sheila        | Shaylor         |
| Gold Drop     | Ming Toy        |
| Alice Tiplady | White Butterfly |
| Nancy Hanks   | Souvenir        |

Gladiolus Bulbs Mixed from named varieties  
\$1.00 per dozen.

## THE DIENER TOMATO

"King of all Tomatoes"

AWARDED GOLD MEDAL at the California Industries and Land Show, October 5th, 1919.

This tomato was originated by Richard Diener in 1917, and has proven in every respect far superior to any variety now existing. The size of the first fruit reaches the weight of three pounds, but the average is about one pound. The yield is very heavy.

The flesh is very solid and perfectly filled out leaving no hollows. For this reason it is very valuable for dehydrating or canning. The flesh is a magnificent dark red and is very sweet and free from acid. It produces very few seed so is exceptionally fine for catsup.

Seed per packet 25c; Trade packet 50c; per oz. \$1.00; per pound \$15.00.

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Diener's Forcing Tomato, for Greenhouses and Frames. An immense free bearing Tomato of about 4 to 5 ounces, fine red meat and the fruit is very even. There is not anything better in existence for this purpose today. Trade package, 50 cents, per ounce, \$2.00.

## THE PEPPER TOMATO

A cross between Bell pepper and Tomato. This Tomato should be in every garden, having the pepper flavor added to the tomato it has a unique spicy taste, and all who have used them prefer them for tomatoes. It is extra early bearing; never has any deformed fruit; very solid and more eggshaped than round, and from four to six ounces in weight.

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25c per package. 50c Trade package. Per oz \$1.00. Per pound \$15.00.

## DIENER'S PERENNIAL DELPHINIUM HYBRIDS

"Dreams of Beauty."

They are the highest perfected strain of Delphinium in existence today, and are nearly mildewfree. They are the result of ten years of careful breeding. The colors run from light blue to dark blue, and many have pink fillings. Single and double, in the most lovely iridescent shadings. Few people realize what immense strides have been made in the improvement of this flower in the last few years.

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All colors mixed. Sample package 50c. Trade package \$1.00. Per oz. \$5.00. This seed will be ready in March, as all this year's seed has been sold. Plants out of 2½ inch pots \$2.50 per dozen. \$15.00 per hundred ready now.

## GLADIOLUS TRISTIS

The fragrant wild species of South Africa. Flowers cream white; about two inches in diameter. Stems 20 inches high. quite hardy. Must be planted in the Fall like Tulips or Hyacinths 4 inches deep. The best species of Gladiolus to produce fragrant Hybrids. 1 bulb 50c. \$5.00 per dozen. Half size bulbs \$2.50 per dozen. Ready for shipment from July till October 1928.

## STATICE SINUATA (Everlasting)

The Statice Mixture herewith offered is one of the finest imaginable. One-third of it are pink shades; the rest are all shades of the rainbow. Mostly all new, of large size and



on long stems. These Strawflowers should be in every garden as they are continuously given material for cutflowers all summer. 25c a package. \$1.00 ¼ pound. \$4.00 per pound.

## DAHLIA SEED

Selected from the most up-to-date large size varieties in existence, bring 95% double flowers on long stiff stems from 6 inches to over a foot in diameter, in all the most modern colors. Our wonderful climate makes it possible that even the very double varieties that will not bring any seed in northern and eastern climates at all, bring seed here as easy as single dahlias. This seed will bring the greatest novelties, for every seedling out of this seed is new, and there will not be two alike. Many Dahlias on the market now have come from seed I sent out in previous years. The new giant Dahlia, "Queen of the Garden Beautiful", came out of a package of seed I donated to the prisoners of San Quentin Prison, for their Garden Beautiful. Dahlia seedlings will commence flowering between two and three months after sowing, and it is just as much fun to see them coming in flower as watching fireworks. You may be able to buy more expensive Dahlia seed, but you can not buy any better seed than offered here. Sow out in sandy leafmould in box or seed pans; smooth out surface of soil, then sprinkle seed out over soil and press seed down with flat piece of board. It hardly needs any covering of seed, at least very light. The seedlings should be planted in 2x3-inch pots two days after they are out of the ground. Keep seed box moist all times and at a warm place.

100 seeds \$2.00. Larger amounts more reasonable on request. A big crop makes it possible to sell at such low price.

## ICELAND POPPY CALIFORNIA

A Novelty of the First Magnitude.

Golden Orange; having the exact color and size of the California Poppy, *Eschscholtzia California*, it is unexcelled as a cut flower, having great substance for shipping; also exquisite for bedding; commences to bloom 6 to 8 weeks after sowing, and flowers continually; one of the most beautiful things imaginable; a sure money-maker.

Sample packet, 50c; Trade packet, \$1.00.

## ZINNIA

Great improvements have been made in the last few years in size and color and fine long stems, and there is no better strain of Zinnias in existence than that offered, growing about three feet high.

|                           |     |     |         |
|---------------------------|-----|-----|---------|
| Giant Fiery Scarlet.....  | 25c | per | package |
| Giant Golden Orange.....  | 25c | "   | "       |
| Giant Salmon Rose.....    | 25c | "   | "       |
| Giant Primrose Pink.....  | 25c | "   | "       |
| Giant Pastell Shades..... | 25c | "   | "       |

All above colors mixed 25c per package; \$2.50 per oz.

Giant Dahlia flowered Zinnia mixed 25c per package; \$2.50 per oz.

## THE LAWS OF HYBRIDIZING

Discovered by Richard Diener.

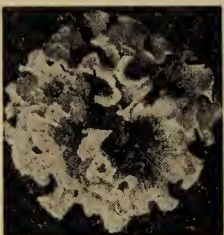
The first workable laws ever discovered in plant and animal breeding. Any form, size of flowers, fruit and grain can be obtained by the application of these Natural laws in the quickest possible way. Sixteen page book elegantly printed and illustrated \$5.00.

FROM

RICHARD DIENER

OXNARD, CALIFORNIA, U. S. A.

Postmaster, if unable to deliver, return at once.  
Return postage guaranteed.



PETUNIAS

Diener's

Ruffled Monsters

Flowers 6-8 inches in  
diameter.

TO

D. N. Shoemaker